

ABSTRACT

The purpose of this study was to examine the effect of corporate social responsibility (CSR) on financial performance with the level of industry competition as a moderating variable. The dependent variable in this study is financial performance, the independent variable is CSR, and the level of industry competition acts as a moderator variable.

This study uses secondary data. The research population is non-financial companies listed on the Indonesia Stock Exchange in 2018-2022. The research sample consisted of 73 non-financial companies selected through purposive sampling method. Hypothesis testing in this study used multiple regression analysis and subgroup analysis.

The results showed that CSR has a negative effect on financial performance. In addition, the level of industry competition, whether high, medium, or low, moderates the relationship between CSR and financial performance.

Keywords: corporate social responsibility, financial performance, level of industry competition